

UNITED STATES CIVIL SERVICE COMMISSION  
BUREAU OF RETIREMENT AND INSURANCE  
WASHINGTON 25, D.C.

ADDRESS  
"U.S. CIVIL SERV.  
AND REFE.  
FILE

AND DATE OF THIS LETTER

August 4, 1961

Attached for your information is a copy of the letter which I sent to all carriers (July 27, 1961) of plans approved for participation in the Federal Employees Health Benefits Program. This letter is in addition to the letter that was mailed July 7 setting forth the Civil Service Commission's policy on the participating carriers advertising their plans or soliciting enrollment in them by Federal employees.

Enclosed for your information is a copy of BRI 41-117, an informational booklet that will be presented by the agencies to all employees prior to the "open season" October 1 through 16, 1961.

*Andrew E. Ruddock*  
Andrew E. Ruddock  
Director

Enclosures:

H4

UNITED STATES CIVIL SERVICE COMMISSION  
BUREAU OF RETIREMENT AND INSURANCE  
Washington 25, D. C.

Because of the critical importance of the matter, I want to call your attention to my letter of July 7, 1961, which prohibits a carrier under the Federal Employees Health Benefits Program from advertising its plan or soliciting enrollment of Federal employees other than in accordance with the instructions contained therein.

I want to make clear that the prohibition against advertising includes the preparation of fliers, posters, booklets or pamphlets, and their distribution to employees directly or indirectly by any means. Posting of such material on bulletin boards in any Federal installation is similarly prohibited. Materials of this kind if already posted should be immediately removed, and plans for preparation or distribution should be cancelled.

As stated in my earlier letter, a carrier is free to publish a factual explanation of its own plan in any periodical which has been customarily distributed to all persons enrolled in the plan, provided the explanation is accompanied by a positive reference to an employee's right to consider all available plans and choose the one he deems best for himself and family. Publishing of material concerning the plan through any other medium, including leaflets, booklets, pictorial presentations, posters, etc. will be considered a violation of contract and may result in withdrawal of Commission approval of a carrier.

It is not feasible for me to anticipate all the various forms of advertising which may occur to carriers and mention them specifically as being prohibited. I can only urge that carriers recognize the need for the prohibition against advertising and for the unbiased, factual explanation of each plan, and that they will observe the spirit of the regulations and instructions against advertising, rather than seek ways to circumvent them.

I urge you to cooperate to see that Federal employees have an opportunity to make an informed choice of the health benefit plan best suited for them based on the factual and impartial presentation of the benefits which is contained in the official brochures.

Sincerely yours,

*Andrew E. Ruddock*  
Andrew E. Ruddock  
Director

July 27, 1961

## UNITED STATES CIVIL SERVICE COMMISSION

BUREAU OF RETIREMENT AND INSURANCE

WASHINGTON 25, D.C.

ADDRESS REPLY TO  
"U.S. CIVIL SERVICE COMMISSION"  
AND REFER TO

FILE RH:IK:aha

AND DATE OF THIS LETTER

JUL 27 1961

[redacted]  
Government Employees Health Association, Inc.  
P. O. Box 463  
Washington 4, D. C.

STAT

RC'D - IB/BSO

JUL 31 10 15 AM '61

Dear [redacted]

STAT

Because of the critical importance of the matter, I want to call your attention to my letter of July 7, 1961, which prohibits a carrier under the Federal Employees Health Benefits Program from advertising its plan or soliciting enrollment of Federal employees other than in accordance with the instructions contained therein.

I want to make clear that the prohibition against advertising includes the preparation of fliers, posters, booklets or pamphlets, and their distribution to employees directly or indirectly by any means. Posting of such material on bulletin boards in any Federal installation is similarly prohibited. Materials of this kind if already posted should be immediately removed, and plans for preparation or distribution should be cancelled.

As stated in my earlier letter, a carrier is free to publish a factual explanation of its own plan in any periodical which has been customarily distributed to all persons enrolled in the plan, provided the explanation is accompanied by a positive reference to an employee's right to consider all available plans and choose the one he deems best for himself and family. Publishing of material concerning the plan through any other medium, including leaflets, booklets, pictorial presentations, posters, etc. will be considered a violation of contract and may result in withdrawal of Commission approval of a carrier.

It is not feasible for me to anticipate all the various forms of advertising which may occur to carriers and mention them specifically as being prohibited. I can only urge that carriers recognize the need for the prohibition against advertising and for the unbiased, factual explanation of each plan, and that they will observe the spirit of the regulations and instructions against advertising, rather than seek ways to circumvent them.

- 2 -

I urge you to cooperate to see that Federal employees have an opportunity to make an informed choice of the health benefit plan best suited for them based on the factual and impartial presentation of the benefits which is contained in the official brochures.

Sincerely yours,

*Andrew E. Ruddock*

Andrew E. Ruddock  
Director